

## **Historic, Archive Document**

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NEW ROSE  
"PRIDE OF  
NEW CASTLE"

Q.25

1930



AMAZING  
BARGAINS  
IN  
"NEW CASTLE  
PRODUCTS"

EVERYTHING  
POSTPAID,  
SATISFACTION  
GUARANTEED OR  
MONEY BACK

HELLER  
BROS. CO.,  
NEW CASTLE,  
INDIANA



Sec. 435½, P. L. & R.



RECEIVED  
MAR 30 1930  
U. S. DEPARTMENT OF AGRICULTURE  
BUREAU OF PLANT INDUSTRY  
DEPT. OF AGRICULTURE  
WASHINGTON, D. C.



Mme. Butterfly



Lady Alice Stanley



Prince E. C. d'Arenberg



Duchess of Wellington



Kaiserin Augusta Victoria

**SPECIAL OFFER "ALL AMERICAN" SET OF ROSES**  
One each, strong, first size plants, 12 in all, postpaid, for \$2.75. The entire set in strong, two-year-old plants, postpaid \$9.00. The 12 varieties in immense, star size plants, \$12.00, all prepaid, by parcel post.  
Please order as the "ALL AMERICAN" Collection



Mrs. Aaron Ward



Francis Scott Key



Red Radiance



Columbia



Pink Radiance

# AMAZING BARGAINS IN "ROSES OF NEW CASTLE," CHRYSANTHEMUMS, CANNAS, CARNATIONS, HARDY PERENNIALS.

Plant "ROSES OF NEW CASTLE" any time in Spring, Summer or Fall, whenever it suits YOU

These amazing Bargains, offer the best in everything at bargain prices. They are made up for your convenience, out of our extensive collection of plants. The selection is the best, the quality is guaranteed and the prices are wonderfully low. The "ROSES OF NEW CASTLE" have a world-wide reputation for quality. They may be planted at any time that suits you best, as soon as the ground can be worked, up until heavy frosts in the Fall. They will grow magnificently. Each plant will be shipped with a part of this famous New Castle soil around the roots. They are pot-grown, the only kind that can be safely planted in early or late Spring, Summer or Fall—whenever it suits you. Plant them with the fullest assurance they will give you marvelous results. WE GUARANTEE SAFE ARRIVAL AND SATISFACTION ANYWHERE IN THE UNITED STATES PROPER. ALL SHIPPING CHARGES PAID BY US TO YOUR DOOR. Start something growing. There is nothing so

profitable and enjoyable and nothing so inexpensive as these famous "ROSES OF NEW CASTLE." Why not start NOW?

**Planting Instructions:** These specially prepared pot-grown "ROSES OF NEW CASTLE" will bloom luxuriantly in ordinary good garden soil. Enrich if possible with well rotted stable manure. Spade deep and plant 15 to 18 inches apart. Firm the plants well into the soil and give a thorough watering after planting. After that do not keep them over watered during the growing season. Keep the ground well cultivated. Protect after severe freezing weather by putting soil and leaves up around the stems. If these simple instructions are followed you will have splendid results. Write us if we can help you. Our annual catalog "Roses of New Castle" gives fuller instructions. Ask for copy. It's free!

## "Jeannette Heller Collection of Roses"

### 10 WONDERFUL ROSES, POSTPAID, FOR \$2.00.

Here are 10 unsurpassed garden bush Roses. Have everything good Roses should have—hardiness, splendid health, gorgeous fragrant flowers. Bloom continuously this and every year. A beautiful and varied collection, representing every shade and color. All are hardy.

**Jeannette Heller.** One of the greatest of all garden Roses. Exquisite blending of pink and cream, very double, magnificently formed. Grows anywhere.

**Baby Doll.** Produces hundreds of miniature blooms in profusion all the time. Never out of bloom. Tips of petals vivid crimson. Base of petal beautiful shades of pink, saffron, yellow and deep gold. A most unique Rose.

**Elsie Beckwith.** Rich glowing rosy pink. Large stiff petals. Sweetly scented.

**Gruss an Teplitz.** Fiery crimson, shaded a dark, velvety sheen. Strong, vigorous grower. Perfectly hardy.

**Helena Cambier.** Large double, beautifully formed flowers of salmon rose to coppery rose shades. A great Rose.

**Kootenay.** Creamy white. An improved Kaiserin Augusta Victoria. Blooms full and double. A profuse bloomer.

**Lady Hillingdon.** Apricot-yellow, shaded to orange on the outer edge of petals. Strong, healthy grower.

**Pink Radiance.** A beautiful bright carmine-rose with opal and coppery reflections. Radiantly beautiful.

**Templar.** Clear bright red. Flowers double and globular. Highly scented. Continuous bloomer.

**White Killarney.** Glistening white. Buds long and flowers immense in size.



The Famous Jeannette Heller Rose

#### SPECIAL OFFER

One each, strong first-size plants, 10 superb Roses above, postpaid, for \$2.00. Complete set, strong two-year-old plants, 10 in all, \$7.50, prepaid by parcel post. The 10 varieties in lusty, star size plants, \$10.00, all prepaid by parcel post. Order as "Jeannette Heller" Collection.

#### LARGE FLOWERING CARNATIONS

Everybody wants the newer varieties of large flowering Carnations because of their strong, healthy growth and lovely flowers which are produced all season in greatest abundance. Exquisite clove fragrance. Grows splendidly in pots indoors in winter. Have your own, year-around supply of superb flowers like you buy in florists shops.

Price, Carnations below strong pot plants, 15 cts. each, any 4 for 50 cts., \$1.50 per dozen assorted, postpaid.



Lovely New Castle Carnations

- Aviator.** Best standard crimson.
- Mrs. C. W. Ward.** Deep pink, very fragrant.
- Pink Enchantress.** Large, deep pink.
- Matchless.** Clear white, highly scented.
- Radium.** Beautiful red, fine large blooms.
- Golden Glow.** Fine bright yellow.
- Miss Theo.** White, daintily marked pink.
- Artic.** Fine white, large flowers.
- Harvester.** Pure white, free flowering.
- Ivory.** Beautiful creamy white.
- Cheerful.** Deep pink, large flowers.

Price, first size plants, of any Rose in "Jeannette Heller Collection," 30 cts. each, 4 for \$1.00, postpaid. Extra heavy two-year-old plants, 90 cts. each. Still larger star size, \$1.15 each; all prepaid by parcel post.

#### HARDY PHLOX

The always popular Hardy Phlox. Many new and bright colors. No garden should be without them. Easy to grow. Last indefinitely.

- Athis.** Salmon.
- Ferdinand Cortez.** Red.
- Rhineland.** Salmon, red eye.
- Rhinestrom.** Pink.
- Terre Neuva.** Lavender.
- Pantheon.** Salmon rose.
- Mrs. Jenkins.** White.
- Champs Elysee.** Purple.
- R. P. Struthers.** Salmon.
- Europa.** White, red eye.
- Rosenberg.** Purple, red eye.

**SPECIAL OFFER.** Strong field-grown plants Phlox above, 30 cts. each, any 4 for \$1.00, \$2.35 per dozen, postpaid.

#### HARDY PERENNIALS

The old-fashioned, but ever popular, hardy flowers. Everlasting. **Achillea** (The Pearl). Double white flowers produced in large sprays all summer.

**Hollyhocks.** Double, mixed colors.

**Gaillardia** (Blanket Flower). Bright yellow and red, brown center.

**Coreopsis.** Golden yellow.

**Lupins.** Clear blue, long spikes, flowers foot long.

**Delphiniums** (Hardy Larkspur). Fine large flowers. Mixed colors.

**Campanula** (Canterberry Bell). Large clusters bell-shaped flowers. Mixed colors.

**Pyrethrum** (Painted Daisy). Resembles a daisy in shape, mixed colors.

**Aquilegia** (Columbine). Mixed colors.

**Oriental Poppy.** Brilliant crimson, black blotches at base.

**Digitalis** (Foxglove). Spikes of tubular flowers.

**Sweet Williams.** Mixed colors, red, pink, white.

**Shasta Daisy.** Pure white flowers, long stiff stems.

Price. Strong well-rooted plants Perennials above 25 cts. each, 5 for \$1.00, \$2.25 per dozen, postpaid.

#### GERMAN IRIS

Hardy everywhere and permanent, growing anywhere and larger year after year.

**Caprice.** Cerise, deeper falls, early.

**Caterina.** Standards light blue, falls lilac; very large; very tall.

**Crimson King.** Rich claret purple.

**Dr. Bernice.** Standards coppery bronze, falls rich velvety crimson. Extra.

**Honorabilis.** Golden yellow and crimson brown.

**Madame Chereau.** White frilled edges penciled violet-blue.

**Queen of May.** Lilac pink, large; midseason, beautiful tall growing variety.

**Speciosa.** Lavender purple and reddish.

**Sherwin Wright.** Fine bright yellow.

**Walhalla.** Standards violet, falls darker.

Price of all Iris: Strong plants, 20 cts. each, 3 for 50 cts., set of 10 varieties above, \$1.50, postpaid.

# Heller Bros. Co., New Castle, Ind.



#### "Supreme Set" of Mums

8 Grand, large flowering kinds, 75 cts., postpaid.  
**Harvard**, **Pacific Supreme**, **Unaka**,  
**Charles Rager**, **Gold Lode**, **Oconto**,  
**Golden Glory**, **Smith's Enchantress**,  
described above. Make an immense  
growth and bloom the first year.  
Please order as "Supreme Collection"

## SUPERB HARDY CHrysanthemums

Gorgeous Autumn blooming plants. Very popular. The last flowers of the year. Hardy with protection. Superb collection; large flowering kinds. No. 2.—**White Frost**. Beautiful white, ball shaped.

**Yellow Frost**. Light yellow, straight petals.

**Roman Gold**. Superb yellow, early.

**C. C. Pollworth**. Choice early yellow.

**Major Bonnafon**. Golden yellow, ball shaped.

**Golden Glory**. Shining gold, full and big.

**Quaker Maid**. Large glistening white.

**Gold Lode**. Golden yellow.

**Oconto**. Pure white, large blooms.

**Smith's Enchantress**. Bright rose. Very early.

**Silver Sheen**. Beautiful, large white.

No. 3.—**Golden Chadwick**. Handsome yellow.

Incurved.

**Charles Rager**. Early. Pure white.

No. 1.—**Harvard**. Late, dark velvety crimson.

**Unaka**. Grand, lavender-pink. Incurved.

**Pacific Supreme**. Fine large pink.

## HARDY POMPONS

Entirely hardy, producing hundreds of miniature flowers. Very showy. Continue blooming even after heavy snows. They last for years. Our collection includes the very best in Pompon Mums.

**Sunshine**. Crowded sprays of intense yellow.

**Christmas Gold**. Bright golden yellow.

**Uvalda**. Very early. Pure white.

**Mrs. Buckingham**. Single rosy pink, yellow center. Large flowers on long stems.

**Diana**. Pure white. Large and double.

**Miramar**. A fine bronze, incurved petals.

**New York**. Handsome golden bronze.

**Red Doty**. Bright red.

**Lillian Doty**. Incurved soft pink.

**Godfrey**. Late, light pink.

**Klondyke**. Brilliant yellow.

**Hilda Canning**. Brilliant bronze.

Price of all Chrysanthemums above, strong plants 15 cts. each, any 4 for 50 cts., \$1.50 per dozen assorted, postpaid.

#### "POMPON SET" OF 5 MUMS, 50c

5 different kinds, 50 cts., prepaid. Diana, Mrs. Buckingham, L. Doty, Klondyke, Miramar, described above. Please order as "Pompon Set."

## Grand "Surprise Collection"

10 Magnificent Two-Year-Old Roses for \$6.50 Postpaid



Pink Radiance

We carry an immense Rose stock and rather than carry over odd lots, we offer this great collection, two-year-old plants, all high grade Roses in every particular, at a special wholesale price. You are apt to have in this collection rare Rose novelties, but THE SELECTION IS OURS but plants ARE LABELED. We are selling them below the cost of production. Don't miss this great Bargain offer.

**SPECIAL OFFER.** 10 splendid two-year-old Rose plants, finest varieties of Roses in the world, no two alike, labeled, OUR SELECTION, but including "Pink Radiance," the dazzling pink garden Rose; "Jeannette Heller," the one best everblooming Rose in the world, and the others equally desirable; soil on the roots, delivered anywhere in the U. S. A., safe arrival guaranteed, for \$6.50, prepaid by parcel post.

PLEASE ORDER AS THE "SURPRISE COLLECTION"  
AND YOU'LL GET THE SURPRISE OF YOUR LIFE

## "Favorite Collection" \$1.00

8 Hardy Climbing Roses, Postpaid, \$1.00



### A GREAT SET

Hardy Climbing Roses have become immensely popular. Once planted they last a life time. For trellises, arbors or verandas they make a beautiful sight, producing thousands of flowers. All hardy, growing bigger and better year after year. Good for hedges. Can be trimmed for single specimens to any size. Read testimonial on next page in "Trial Offer."

### Special Offer

For \$1.00 we send 8 strong sturdy, climbing Rose plants, best varieties, all labeled, our selection. 8 of them for \$1.00, postpaid.

Please order as "The Favorite Collection."



This gorgeous, hardy Climbing Rose is in this "Favorite Collection."

## What 50 Cents Will Buy

All plants labeled, our selection, 50 cts. for each collection.

The collections below (50 cts. each) represent the greatest value ever offered. All stock the very finest. They will prove to you the remarkably high quality of our goods and why they are famous the world over. All collections our selection.

No. 30.—4 hardy Tea Roses, bush type, all different.

No. 31.—3 hardy Hybrid Tea Roses, bush type.

No. 32.—2 hardy bush Roses and 2 hardy climbing Roses.

No. 33.—3 Choice Geraniums.

No. 34.—4 splendid ferns, a fine collection.

No. 34.—4 Chrysanthemums, splendid value.

No. 35.—4 Extra fine Carnation plants.

No. 36.—12 new Gladioli, assorted colors.

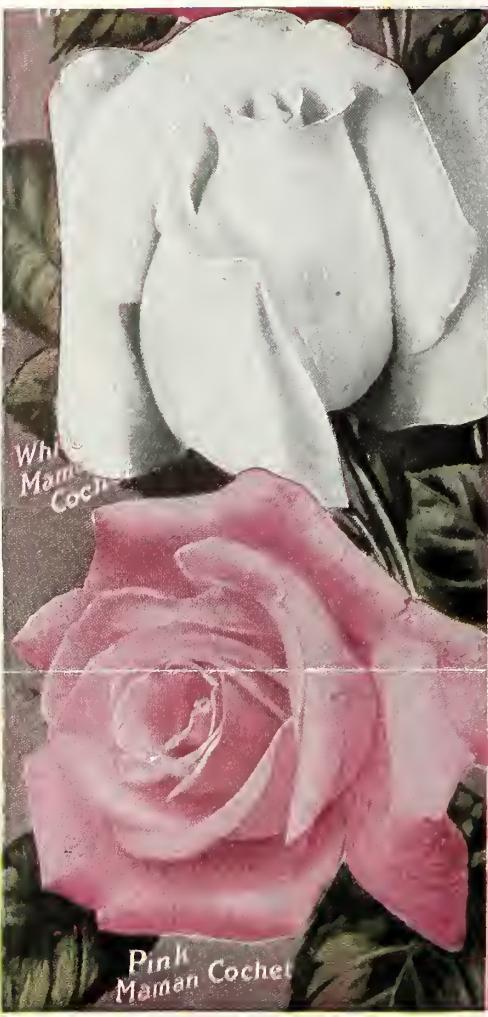
No. 37.—3 hardy Perennials, best kinds.

No. 38.—3 German Iris, assorted kinds.

No. 39.—3 Splendid Dahlias, all different.

**FREE.** In all orders for four or more of these collections we will add a strong, vigorous plant of our world-famous Jeannette Heller Rose, **FREE**.

Please order by collection number.



# Superb Hardy Cochet Roses

The Cochet Roses are among the greatest of all hardy everblooming bush, garden Roses. Hardy with protection, thriving vigorously, making strong, sturdy bushes. The flowers are superb. Always in bloom.

**Pink Maman Cochet.** Its large, full and firm buds open into large, perfectly double flowers on long, stiff stems. A clear, rich pink, changing to silvery rose. Has many rivals but no superiors.

**Crimson Maman Cochet.** One of the best hardy Roses of its class and color. Bears immense quantities of deep, velvety crimson Roses of exquisite fragrance.

**White Maman Cochet.** Snowy white, occasionally tinged with pale blush. One of the finest white Roses for open-ground culture.

**Red Maman Cochet.** Produces magnificent flowers, full and double on long, strong stems. Color a warm crimson.

**Yellow Maman Cochet.** A typical Cochet Rose. A deep, golden yellow. Considered one of the very finest yellow Roses.

**Price:** Strong first-size plants, 25 cts. each, any 5 for \$1.00, \$2.35 per dozen, postpaid. Extra heavy, two-year-old plants, prepaid by parcel post 85 cts. each, \$9.00 per dozen, any 6 for \$4.50. Still larger, star size plants, prepaid by parcel post \$1.15 each, \$12.00 per dozen, any 6 for \$6.00.

**SPECIAL OFFER—Cochet Roses, One each, 5 in all \$1, postpaid; extra strong two-year-old plants, 5 in all \$3.75; still larger, star size, \$5 for entire set of 5. All postpaid.**

**PLEASE ORDER AS THE "COCHET SET"**

**A ROSE BUSH FREE** Send us an order amounting to \$3.00 or more selected from the circular and we will send you free of charge a strong, sturdy plant of the Wonderful Garden Rose, "Jeannette Heller." Don't fail to ask for it.

## Our Annual Book

Our beautiful, big annual book, entitled "THE ROSES OF NEW CASTLE," will be sent FREE to all who ask for it. Exquisitely illustrated in natural colors, is the most complete book on Rose culture ever published. Gives all the information you need. Offers and tells how to grow Cannas, Geraniums, Chrysanthemums, Dahlias, Phlox, Peonies, Ferns, Gladiolus and Hardy Shrubs; compiled from a life time experience. If you want a copy of this great book, ask for it today before the supply is exhausted. IT'S FREE!

## "Columbia Set" of Roses

**5 BEAUTIFUL ROSES \$1 POSTPAID**



**Columbia.** Magnificent, large, full, double silvery pink flowers. Fragrant as American Beauty.

**Kaiserin Augusta Victoria.** Handsomest of all white Roses. Very hardy, constantly in bloom.

**Victor.** Beautiful, large full flowers of great depth and richness; produced on long, stiff stems. Fragrance enchanting; color rich, deep pink.

**Red Radiance.** Rich crimson; buds and flowers large, full and double.

**Alex. Hill Gray.** Large, finely formed flowers of canary-yellow color.

**Five splendid, hardy, everblooming kinds, \$1.00, prepaid by parcel post. Two-year-old pot grown plants, 5 for \$4.00, postpaid.**

Columbia

**PLEASE ORDER AS "COLUMBIA SET"**

We Stake Our Reputation on the Merits of These Great Collections. They Will Produce Hundreds of Flowers This Year.

**TERMS:** CASH WITH ORDER OR C. O. D. Personal Check, Postoffice Money Order, Bank Draft, Express Money Order, Registered Letter, all may be sent at our risk. Stamps accepted in small amounts ONLY. Goods delivered whenever wanted.

To Whom It May Concern:—"Mr. P. J. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable, upright business man, whose guarantee may be relied upon at all times."

Citizens State Bank, New Castle, Ind.



Beautiful Alexander Hill Gray

**READ.** This is what you may expect from this Great "Trial Collection." "Gentlemen: Late in August, 1928, I purchased two "TRIAL COLLECTIONS." The unusually severe winter killed out many well established trees. However, Excelsa, Christine Wright, American Pillar, Tausendschön, Birdie Blye and Baby Doll wintered over and are in bloom as I write (June). Although only first-size plants they outbloom many of my grafted roses for which I paid \$2.50 each. Although they arrived in the hottest month, August, they were so excellently packed that none even wilted upon being set out. NOTHING YOU SAY IN YOUR CATALOG IS EXAGGERATED" Mr. M. Z. Monticello, Wisconsin.

**PLEASE ORDER AS THE TRIAL COLLECTION.**

# Heller Bros. Co., New Castle, Ind.